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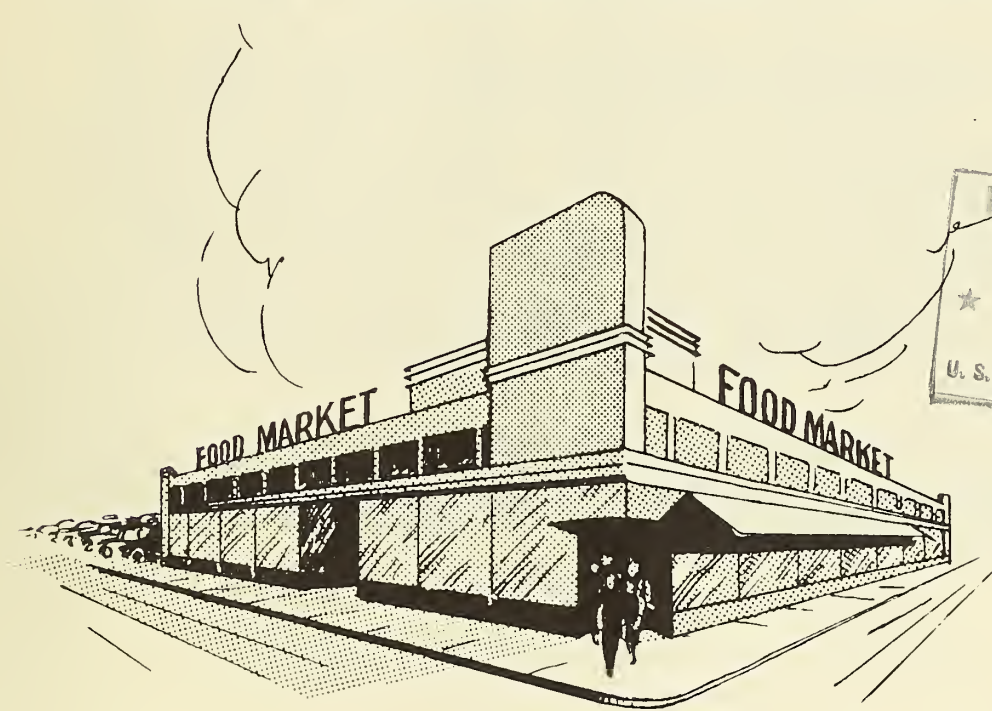


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# *Fruits and Juices* **AVAILABILITY** *in Retail Food Stores*

..... AUGUST 1955 .....



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## PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during August 1955 compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in figure 1. Within each of the regions, the sample is composed of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act of 1946.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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FRUITS AND JUICES  
AVAILABILITY IN RETAIL FOOD STORES

AUGUST 1955

SUMMARY

Frozen concentrated orange juice was available to consumers in 85 percent of all retail food stores having freezer cabinets in August 1955, according to a survey of the Nation's retail food outlets. This compares to an availability of 92 percent in such stores in August 1954, and 90 percent in August 1953. Of all retail food stores, 59 percent had the product available in August 1955 compared with 61 percent a year ago.

For all retail food stores, a moderate improvement in availability of canned single-strength orangeade was reported. Little change was noted in the availability of fresh oranges or in other orange products audited, compared with August 1954.

In August, the proportion of all food stores offering fresh lemons was unchanged from a year earlier. Lemons were available in all national chain outlets, offsetting reduced availability in the regional chain stores. A moderate decline in availability of frozen concentrate for lemonade in stores having freezer cabinets was reported. Only 15 percent of all retail food stores stocked frozen single-strength lemon juice in August 1955, compared with almost 20 percent a year earlier. About the same number of stores reported stocking canned single-strength lemon juice as in August 1954. Slightly fewer stores stocked shelf-pack concentrate for lemonade and canned single-strength lemonade than a year ago.

Frozen concentrated pineapple juice was available in about the same proportion of all retail food stores as a year earlier. Availability declined in both national and regional chain retail food stores while increasing slightly in independent outlets.

Availability of frozen concentrate for limeade in all stores was almost unchanged compared with August 1954. Increased availability was reported in national chain stores and among retail food stores, regardless of type of management in the Northeast and South. These increases in availability were more than offset by declines in regional chains and independent stores and in stores in the North Central and Mountain-Southwestern regions.

## FRESH CITRUS FRUIT

About three-fourths of the retail food stores in the United States had fresh oranges for sale during August 1955, according to survey indications. This was about the same proportion as was reported for August of last year but was slightly below that of two years ago. As is expected, a greater proportion of the larger retail stores had fresh oranges available than of the smaller stores; the proportion ranged from 63 percent for stores having under \$50,000 annual volume of business to 99 percent of the stores reporting \$300,000 and over. All national chain stores had oranges available in August compared with 98 percent of the regional chains and 72 percent of the independent stores. Proportionately more stores in medium-sized towns and cities (10,000 to 500,000 population) were found to have oranges available than those in either larger or smaller cities (table 2).

Oranges were available in 92 percent of all retail food stores in the Pacific region but in only 53 percent of all stores in the Southern region during August 1955.

Ninety-one percent of the stores customarily handling fresh fruits and vegetables had oranges for sale in August. Of these stores, oranges were found to be available in all national and regional chain stores surveyed and in all stores having an annual volume of business of \$300,000 and over.

Lemons were stocked in August 1955 by 82 percent of the stores surveyed, unchanged from a year earlier. Availability was greatest in the Pacific region, where consumers could buy lemons in 95 percent of the retail food stores. All national chain store outlets had fresh lemons on hand, an increase over the 96 percent in August of last year.

Lemons appeared in a smaller percentage of retail stores stocking fresh produce in the North Central region than in August 1954. On the other hand, availability increased in the other geographic regions (table 3).

## FROZEN JUICES AND ADES

In August 1955, 59 percent of all retail food stores and 85 percent of the stores having freezer cabinets stocked frozen concentrated orange juice. Compared with a year earlier, this represents a drop of 2 and 7 percentage points, respectively. This decrease was largely the result of a decline in availability of frozen orange juice in stores reporting under \$50,000 volume of business annually (table 5).



Distribution of frozen orange concentrate to retail stores did not keep pace with the growing number of stores equipped with freezer cabinets. This was evident in all geographic regions except the Pacific region. The number of food stores in New York City, Chicago, and Los Angeles having this juice available for consumers also declined from a year earlier. Availability of frozen orange juice was unchanged in national chain stores, but it decreased in the regional chain outlets and in independent groceries (table 5).

Consumers could purchase frozen concentrated pineapple juice in about 2 out of 10 of the Nation's food stores and in about 3 out of 10 stores equipped with freezer cabinets in August 1955, unchanged from a year ago. However, increases in availability occurred in the Northeast and Mountain-Southwestern regions. Availability was highest in the Northeastern region and lowest in the Southern region. This juice also was more readily available in stores doing an annual volume of business of \$300,000 and over than in smaller stores (table 5)

The proportion of the Nation's retail food stores offering frozen single-strength lemon juice in August 1955 decreased from a year earlier. Of the 3 major types of retail food stores, only in national chains was this product more readily available than a year earlier. Frozen single-strength lemon juice was less available to shoppers in all geographic regions. Contrary to the decline in the Northeast region, availability of the product doubled in New York City. About 22 percent of stores with freezer cabinets stocked frozen lemon juice in August 1955, compared with 29 percent a year ago. The decrease in availability from a year earlier was especially pronounced for stores having less than \$50,000 annual volume of business (table 6).

Frozen concentrate for lemonade could be purchased in about 53 percent of all retail food stores in August 1955, slightly fewer than a year earlier. Availability increased somewhat in national and regional chain outlets but declined in independent stores. However, of those stores equipped with freezer cabinets, 8 percent of the national chain stores, 11 percent of the regional chains, and 25 percent of the independent stores did not stock frozen lemonade (table 6). The number of stores handling frozen concentrate for lemonade increased in the Pacific region and declined in all other regions.

Availability of frozen concentrate for orangeade declined slightly in August 1955 primarily because the proportion of national chain stores carrying the product dropped sharply compared with those handling it a year ago. It was available in 8 percent of all stores and in 12 percent of the stores with freezer cabinets.



Shoppers found orangeade in more stores in the Mountain-Southwest region, but availability was unchanged or lower in all other geographic regions (table 7).

In August, frozen concentrate for limeade was in 19 percent of all stores and in 28 percent of the stores with freezer equipment--a slight decline from August 1954. Of those stores equipped with freezer cabinets, frozen limeade could be obtained in about three-fifths of the national chain stores, in over half of the regional chain outlets, and in only about a fourth of the independent stores. Availability of frozen concentrate for limeade improved in the Northeast and Southern regions, but a sharp decline occurred in the North Central region. This product was found in only half as many stores in Chicago as a year ago (table 7).

Only 4 percent of all retail food stores offered canned single-strength lemonade compared with 6 percent in August 1954. The reduced availability was primarily in regional chain stores and occurred in each geographic region except the Pacific. Availability of the product improved from a year ago in Los Angeles and New York City stores (table 11).

Consumers could buy canned single-strength orangeade in about 28 percent of the Nation's retail food stores during August 1955, a moderately larger proportion than a year earlier. Increased availability was generally noted regardless of store size, management, or location. Exceptions were decreases reported in availability of this product in retail food stores in Chicago and in stores located in cities having 10,000 to 100,000 population.

Gains were reported in the proportion of stores stocking canned orangeade in 46-ounce cans, as well as other sizes, compared with a year earlier. Canned single-strength orangeade continued to be more readily available in the 46-ounce can than in other sizes. Increased popularity of other sizes, however, is indicated by the fact that the proportion of stores offering such sizes has almost doubled since August 1953 (table 11).

Shelf-pack concentrated orange juice was stocked by 11 percent of the Nation's retail food stores in August, a slight increase over August 1954. The large regional chain outlets were primarily responsible for this increase in availability. There was also a slight increase in the percentage of small stores that carried this product as well as in stores in the smaller cities. Shelf-pack orange juice was more readily available in the North Central and Southern regions (table 8).

Availability of shelf-pack concentrate for orangeade in retail food stores declined slightly in August 1955, below the 28 percent reported a year earlier. The proportion of stores offering this

product declined in all geographic regions except the Mountain-Southwest. A reduction in availability in national chain store outlets and independent food stores more than offset increased availability in the regional chain stores (table 8).

The proportion of the Nation's food stores handling shelf-pack concentrate for lemonade in August was almost unchanged from a year ago. However, availability increased in national chain outlets and declined slightly in regional chain stores and independent groceries. More stores had this product in stock in the North Central region but availability was unchanged or lower in the other regions (table 8).

### CANNED JUICES

Availability of canned single-strength orange, grapefruit, and orange-grapefruit blended juices was not determined in the August 1955 retail food store audit. These products were omitted primarily because they are, with few exceptions, readily available in the Nation's retail food stores and, in addition, have shown no marked change in availability in recent audits.

Canned and bottled single-strength lemon juice was stocked in 53 percent of all retail food stores, unchanged from August 1954 but a slightly lower proportion than two years earlier. Consumers found lemon juice in fewer stores in 5-1/2-ounce cans than a year ago, irrespective of the type and size of the store. On the other hand, lemon juice in containers other than the 5-1/2-ounce can increased in those stores. The August 1955 survey data indicated fewer retail food stores in the North Central region with either canned or bottled lemon juice than a year ago (table 9).

Canned single-strength tangerine juice in August continued to be stocked by a comparatively small number of stores--only 1 out of 10--the same proportion as a year earlier. Availability in August 1955, however, was considerably lower than in the same month of 1952 and 1953.

There has been a steady decline in the proportion of national chain stores which made tangerine juice available to their customers. Only 26 percent of these stores stocked tangerine juice in August 1955 compared with about 34 percent in August 1954 and 47 percent in August 1953. This decrease may be attributed in part to a decline in availability of tangerine juice in 46-ounce can size. On the other hand, a decline in the availability in regional chain stores may be attributed in part to a reduced offering of tangerine juice in the No. 2 can size (table 10).

Figure I.-REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



Store sample for national retail food store audit <sup>1/</sup>, by store classification and location, August 1955

Store classification and location	Stores audited		
	Total	: Customarily handling fresh:	Having freezer
	Number	: fruits and vegetables : Number	cabinets Number
U. S. total	1,915	1,556	1,583
Volume of store business annually:			
Under \$50,000	827	538	539
\$50,000 to \$100,000	425	383	395
\$100,000 to \$300,000	405	385	392
\$300,000 and over	258	250	257
Type of store management:			
National chains	52	52	51
Regional chains <sup>2/</sup>	111	107	110
Independent groceries	1,752	1,397	1,422
Store location by city size, population:			
Under 10,000 <sup>3/</sup>	660	526	490
10,000 to 100,000	359	322	319
100,000 to 500,000	262	241	238
500,000 and over	634	467	536
Store location by region or city <sup>4/ 5/</sup> :			
Northeast	268	216	226
North Central	301	279	278
South	266	172	153
Mountain-Southwest	271	237	219
Pacific	237	220	211
New York City	227	115	180
Chicago	146	135	124
Los Angeles	199	182	192

<sup>1/</sup> Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AMA contract.

<sup>2/</sup> Excludes voluntary chains.

<sup>3/</sup> Includes rural route stores outside corporate city limits.

<sup>4/</sup> Area included in specified regions indicated in above map.

<sup>5/</sup> New York City, Chicago, and Los Angeles not included in regional totals.



Table 1.- Fruits and juices: Percentage of retail food stores having specified products available, August 1955 with comparisons

Products	August			
	1952	1953	1954	1955
	Percent	Percent	Percent	Percent
Fresh fruits:				
Oranges	74	76	73	74
Lemons	83	85	82	82
Canned juices:				
Tangerine	19	16	10	10
Lemon	52	55	53	53
Canned single-strength ades:				
Orangeade	27	21	23	28
Lemonade	9	6	6	4
Frozen concentrated juices:				
Orange	52	56	61	59
Pineapple	1/	23	20	20
Lemon 2/	11	21	19	15
Shelf-Pack concentrated juices:				
Orange	41	4	10	11
Frozen concentrate for ades:				
Orangeade	11	12	9	8
Lemonade	42	51	54	53
Limeade	10	18	20	19
Shelf-pack concentrate for ades:				
Orangeade	1/	33	28	26
Lemonade	25	27	28	27

1/ Data not available.

2/ Frozen single-strength juice.

National Retail Store Audit conducted by Market Research Corporation of America.



Table 2.- Fresh oranges: Percentage of retail food stores having oranges available, by store classification and location, August 1955 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	76	73	74	86	89	91
Volume of store business annually:						
Under \$50,000	67	64	63	80	85	86
\$50,000 to \$100,000	83	83	90	92	94	96
\$100,000 to \$300,000	93	91	95	96	94	97
\$300,000 and over	98	98	99	99	99	100
Type of store management:						
National chains	90	92	100	90	92	100
Regional chains <sup>1/</sup>	98	96	98	99	96	100
Independent groceries	74	72	72	86	89	90
Store location by city size, population:						
Under 10,000 <sup>2/</sup>	69	68	67	79	84	88
10,000 to 100,000	83	78	81	92	92	93
100,000 to 500,000	91	90	91	96	95	98
500,000 and over	76	72	73	92	94	93
Store location by region or city <sup>3/</sup> :						
Northeast	85	77	80	94	93	96
North Central	94	92	90	96	97	93
South	51	54	53	64	74	80
Mountain-Southwest	82	74	75	92	89	90
Pacific	88	90	92	94	96	96
New York City	57	55	58	91	97	95
Chicago	94	92	94	98	97	99
Los Angeles	88	86	87	96	97	97

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.- Fresh lemons: Percentage of retail food stores having lemons available, by store classification and location, August 1955 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	85	82	82	94	94	96
Volume of store business annually:						
Under \$50,000	80	75	75	91	92	93
\$50,000 to \$100,000	93	94	94	97	98	98
\$100,000 to \$300,000	95	96	95	97	99	97
\$300,000 and over	98	96	99	99	97	100
Type of store management:						
National chains	99	96	100	99	96	100
Regional chains <sup>1/</sup>	99	98	96	99	98	97
Independent groceries	84	81	81	94	94	95
Store location by city size, population:						
Under 10,000 <sup>2/</sup>	85	79	79	92	91	95
10,000 to 100,000	88	86	86	96	98	97
100,000 to 500,000	91	93	92	96	98	95
500,000 and over	80	80	79	94	97	95
Store location by region or city <sup>3/</sup> :						
Northeast	84	78	84	93	93	98
North Central	96	95	91	97	93	93
South	80	77	72	90	92	95
Mountain-Southwest	86	80	82	96	95	95
Pacific	90	91	95	96	96	98
New York City	64	63	65	95	100	96
Chicago	94	91	94	98	96	99
Los Angeles	91	88	91	97	96	100

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.- Frozen and shelf-pack concentrated juices and ades: Percentage of retail food stores having specified products available, by store classification and location, August 1955

Store classification and location	Frozen concentrated juices		Shelf-pack concentrated juice		Frozen single-strength lemon juice
	Orange	Pineapple	Orange		
	Percent	Percent	Percent	Percent	
U. S. total	59	20	11		15
Volume of store business annually:					
Under \$50,000	44	11	9		10
\$50,000 to \$100,000	81	31	11		21
\$100,000 to \$300,000	88	38	10		27
\$300,000 and over	99	65	30		33
Type of store management:					
National chains	97	54	18		27
Regional chains <sup>1/</sup>	90	46	24		26
Independent groceries	57	19	10		15
Store location by city size, population:					
Under 10,000 <sup>2/</sup>	48	12	11		11
10,000 to 100,000	69	25	9		22
100,000 to 500,000	69	29	13		19
500,000 and over	70	30	9		16
Store location by region or city <sup>3/</sup> :					
Northeast	68	33	11		24
North Central	77	24	17		20
South	33	6	6		9
Mountain-Southwest	57	18	10		13
Pacific	69	19	7		10
New York City	64	34	13		17
Chicago	72	20	14		5
Los Angeles	84	28	3		4
	Frozen concentrate for ades			Shelf-pack concentrate for ades	
	Lemonade	Orangeade	Limeade	Lemonade	Orangeade
	Percent	Percent	Percent	Percent	Percent
U. S. total	53	8	19	27	26
Volume of store business annually:					
Under \$50,000	37	4	11	19	16
\$50,000 to \$100,000	77	11	25	31	35
\$100,000 to \$300,000	83	16	39	44	50
\$300,000 and over	94	32	67	71	64
Type of store management:					
National chains	89	26	57	67	56
Regional chains <sup>1/</sup>	88	26	55	69	74
Independent groceries	50	7	17	24	23
Store location by city size, population:					
Under 10,000 <sup>2/</sup>	42	6	15	23	24
10,000 to 100,000	60	9	21	27	26
100,000 to 500,000	63	13	25	36	35
500,000 and over	64	11	24	30	25
Store location by region or city <sup>3/</sup> :					
Northeast	60	14	25	35	31
North Central	71	11	24	42	38
South	28	2	11	11	12
Mountain-Southwest	50	8	21	20	27
Pacific	65	3	18	33	39
New York City	56	18	19	28	26
Chicago	69	4	21	24	12
Los Angeles	79	2	22	23	30

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.- Frozen concentrated orange and pineapple juices: Percentage of retail food stores having specified products available, by store classification and location, August 1955 with comparisons

Store classification and location	Frozen concentrated orange juice						Frozen concentrated pineapple juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	56	61	59	90	92	85	23	20	20	36	30	30
Volume of store business annually:												
Under \$50,000	41	47	44	86	88	78	12	9	11	24	18	20
\$50,000 to \$100,000	78	82	81	92	93	92	33	29	31	39	33	35
\$100,000 to \$300,000	89	91	88	96	98	94	50	48	38	54	52	41
\$300,000 and over	99	100	99	100	100	99	74	66	65	74	66	65
Type of store management:												
National chains	96	97	97	100	100	100	60	67	54	62	69	55
Regional chains <sup>1/</sup>	92	93	90	100	100	92	62	55	46	67	59	47
Independent groceries	54	58	57	89	91	85	20	17	19	33	27	28
Store location by city size, population:												
Under 10,000 <sup>2/</sup>	46	49	48	90	90	82	14	13	12	28	24	21
10,000 to 100,000	64	71	69	84	91	86	33	24	25	44	30	32
100,000 to 500,000	72	76	69	93	90	86	32	32	29	42	37	36
500,000 and over	65	70	70	93	96	91	28	26	30	39	35	39
Store location by region or city <sup>3/</sup> :												
Northeast	62	70	68	88	95	91	33	29	33	46	39	44
North Central	74	78	77	94	94	89	29	25	24	36	30	27
South	32	36	33	83	85	71	8	6	6	20	14	13
Mountain-Southwest	52	55	57	86	88	86	17	16	18	28	26	28
Pacific	76	73	69	93	85	88	33	29	19	40	33	24
New York City	59	61	64	96	99	94	29	28	34	47	45	50
Chicago	80	83	72	99	97	83	29	23	20	35	27	23
Los Angeles	86	89	84	94	94	89	38	29	28	41	30	30

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.- Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of retail food stores having specified products available, by store classification and location, August 1955 with comparisons

Store classification and location	Frozen concentrate for lemonade						Frozen single-strength lemon juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	51	54	53	81	82	76	21	19	15	33	29	22
Volume of store business annually:												
Under \$50,000	36	39	37	75	75	65	15	14	10	31	27	18
\$50,000 to \$100,000	72	77	77	86	87	88	27	26	21	32	29	24
\$100,000 to \$300,000	80	85	83	86	91	90	37	31	27	40	34	29
\$300,000 and over	92	94	94	92	94	94	39	39	33	39	39	33
Type of store management:												
National chains	88	88	89	92	90	92	33	22	27	35	22	28
Regional chains <sup>1/</sup>	87	84	88	94	91	89	37	37	26	40	40	27
Independent groceries	48	52	50	80	81	75	20	18	15	32	29	22
Store location by city size, population:												
Under 10,000 <sup>2/</sup>	38	42	42	76	77	73	15	14	11	30	26	20
10,000 to 100,000	63	65	60	82	83	75	28	28	22	37	36	28
100,000 to 500,000	68	70	63	88	83	78	32	27	19	42	31	23
500,000 and over	59	63	64	84	87	83	21	19	16	30	26	21
Store location by region or city <sup>3/</sup> :												
Northeast	59	63	60	84	86	80	27	30	24	39	41	31
North Central	68	72	71	87	87	82	34	24	20	42	29	23
South	26	30	28	66	71	60	8	12	9	21	28	19
Mountain-Southwest	45	48	50	74	77	75	18	14	13	30	22	19
Pacific	66	61	65	81	72	82	20	17	10	25	20	13
New York City	53	53	56	88	86	83	16	8	17	26	13	25
Chicago	77	75	69	94	88	79	26	21	5	32	25	6
Los Angeles	81	81	79	88	86	84	4	6	4	4	6	4

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.



Table 7.- Frozen concentrates for ades: Percentage of retail food stores having specified products available, by store classification and location, August 1955 with comparisons

Store classification and location	Frozen concentrate for orangeade						Frozen concentrate for limeade					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	9	8	18	14	12	18	20	19	30	31	28
Volume of store business annually:												
Under \$50,000	6	5	4	13	10	7	10	11	11	20	20	19
\$50,000 to \$100,000	16	12	11	19	14	13	26	29	25	31	33	28
\$100,000 to \$300,000	22	20	16	23	22	17	41	47	39	44	51	42
\$300,000 and over	44	31	32	44	31	32	61	62	67	61	62	67
Type of store management:												
National chains	39	35	26	41	36	27	62	45	57	64	46	59
Regional chains <sup>1/</sup>	42	26	26	46	28	27	43	56	55	47	60	56
Independent groceries	10	8	7	16	13	10	16	18	17	27	29	25
Store location by city size, population:												
Under 10,000 <sup>2/</sup>	7	6	6	14	12	10	12	15	15	24	28	26
10,000 to 100,000	18	13	9	24	16	11	26	23	21	35	30	27
100,000 to 500,000	15	11	13	20	13	16	29	32	25	38	38	31
500,000 and over	14	13	11	20	17	15	20	24	24	28	32	31
Store location by region or city <sup>3/</sup> :												
Northeast	20	17	14	28	23	19	24	21	25	33	28	34
North Central	13	11	11	16	14	13	27	32	24	34	39	27
South	5	3	2	13	7	4	7	9	11	18	21	23
Mountain-Southwest	7	7	8	11	11	12	15	23	21	24	36	32
Pacific	7	6	3	8	6	3	18	18	18	22	21	22
New York City	19	18	18	32	30	26	20	19	19	32	30	29
Chicago	20	8	4	25	10	5	41	46	21	50	54	25
Los Angeles	2	1	2	2	1	2	20	22	22	21	23	23

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 8.- Shelf-pack concentrated orange juice and concentrates for ades: Percentage of retail food stores having specified products available, by store classification and location, August 1955 with comparisons

Store classification and location	Shelf-pack concentrated orange juice			Shelf-pack concentrate for					
				Orangeade			Lemonade		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	4	10	11	33	28	26	27	28	27
Volume of store business annually:									
Under \$50,000	3	7	9	24	18	16	19	20	19
\$50,000 to \$100,000	4	16	11	40	41	35	32	37	31
\$100,000 to \$300,000	4	17	10	57	48	50	46	43	44
\$300,000 and over	7	17	30	79	73	64	64	67	71
Type of store management:									
National chains	9	26	18	72	64	56	51	61	67
Regional chains <sup>1/</sup>	4	19	24	76	69	74	68	70	69
Independent groceries	4	10	10	30	26	23	24	25	24
Store location by city size, population:									
Under 10,000 <sup>2/</sup>	2	9	11	33	28	24	26	23	23
10,000 to 100,000	5	10	9	37	26	26	28	26	27
100,000 to 500,000	2	16	13	36	41	35	31	43	36
500,000 and over	8	10	9	28	26	25	24	32	30
Store location by region or city <sup>3/</sup> :									
Northeast	4	11	11	47	34	31	34	37	35
North Central	6	16	17	42	40	38	39	39	42
South	-	5	6	16	16	12	13	12	11
Mountain-Southwest	2	10	10	40	26	27	24	20	20
Pacific	-	12	7	41	40	39	34	37	33
New York City	17	17	13	24	21	26	20	23	28
Chicago	4	6	14	15	14	12	22	39	24
Los Angeles	-	9	3	39	37	30	26	31	23

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.



Table 9.- Canned single-strength lemon juice by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1955 with comparisons

Store classification and location	5-1/2-ounce can			Other 1/			Total		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	35	31	29	32	32	35	55	53	53
Volume of store business annually:									
Under \$50,000	24	22	21	26	23	25	43	42	41
\$50,000 to \$100,000	54	40	35	35	42	44	72	66	67
\$100,000 to \$300,000	54	54	45	52	57	58	82	81	78
\$300,000 and over	74	68	67	75	69	75	96	92	91
Type of store management:									
National chains	88	67	62	60	65	83	90	94	94
Regional chains 2/	57	62	60	73	58	62	93	79	82
Independent groceries	33	29	27	30	31	32	53	51	51
Store location by city size, population: 3/									
Under 10,000	30	26	23	28	30	30	47	47	45
10,000 to 100,000	44	35	35	34	35	37	64	57	59
100,000 to 500,000	42	43	37	32	29	37	59	57	59
500,000 and over	36	33	32	41	38	42	63	59	62
Store location by region or city 4/:									
Northeast	44	41	43	40	35	34	66	63	63
North Central	44	38	29	51	58	53	76	78	66
South	17	15	12	16	12	20	30	24	29
Mountain-Southwest	36	29	32	18	21	24	46	44	49
Pacific	49	47	47	23	27	35	60	63	70
New York City	40	34	32	39	39	44	62	58	61
Chicago	24	14	21	56	57	54	65	60	61
Los Angeles	73	77	70	32	49	53	83	89	89

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.- Canned single-strength tangerine juice by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1955 with comparisons

Store classification and location	No. 2 can			46-ounce can			Total 1/		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	5	6	7	6	6	16	10	10
Volume of store business annually:									
Under \$50,000	7	2	4	2	3	2	9	6	5
\$50,000 to \$100,000	14	6	5	9	4	7	20	9	12
\$100,000 to \$300,000	22	13	10	21	13	15	37	23	22
\$300,000 and over	40	23	23	37	31	34	56	40	45
Type of store management:									
National chains	33	12	17	36	33	17	47	34	26
Regional chains 2/	39	33	15	40	33	36	60	48	42
Independent groceries	10	4	5	5	4	5	14	8	9
Store location by city size, population: 3/									
Under 10,000	10	4	6	6	5	7	14	10	11
10,000 to 100,000	16	7	6	8	7	7	20	11	12
100,000 to 500,000	9	5	5	12	8	7	17	12	10
500,000 and over	13	6	6	7	3	3	18	8	8
Store location by region or city 4/:									
Northeast	16	7	6	9	7	5	20	12	11
North Central	14	6	5	15	9	10	25	14	15
South	7	3	6	3	4	6	8	7	9
Mountain-Southwest	9	4	4	7	7	8	13	9	10
Pacific	16	6	7	2	2	2	17	8	10
New York City	15	7	5	-	1	1	17	7	6
Chicago	6	-	1	3	1	2	9	2	3
Los Angeles	15	6	6	-	-	-	15	6	6

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.- Canned single-strength lemonade; and canned orangeade by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1955 with comparisons

Store classification and location	Single-strength lemonade			Single-strength orangeade								
				46-ounce can			Other can sizes			Total		
	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955	August 1953	August 1954	August 1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	6	6	4	17	17	21	8	10	14	21	23	28
Volume of store business annually:												
Under \$50,000	4	5	4	10	10	14	6	8	12	14	16	20
\$50,000 to \$100,000	9	7	3	20	21	25	8	15	17	25	32	34
\$100,000 to \$300,000	11	8	4	36	33	35	12	14	20	41	39	44
\$300,000 and over	8	9	11	54	55	69	20	18	24	61	62	73
Type of store management:												
National chains	11	2	2	48	38	55	10	15	19	54	43	65
Regional chains <sup>1/</sup>	10	14	11	53	56	64	26	20	24	60	62	67
Independent groceries	6	5	4	14	15	18	7	10	14	19	21	26
Store location by city size, population:												
Under 10,000 <sup>2/</sup>	7	3	3	17	18	23	6	9	13	20	23	29
10,000 to 100,000	6	9	7	13	20	17	9	11	14	23	28	26
100,000 to 500,000	8	7	5	20	25	30	9	15	16	25	33	37
500,000 and over	5	7	4	14	7	15	9	10	16	20	15	24
Store location by region or city <sup>3/</sup> :												
Northeast	7	11	8	15	15	15	8	9	14	20	21	27
North Central	10	6	5	21	21	30	7	13	11	24	32	34
South	5	3	2	15	15	19	10	10	16	21	20	26
Mountain-Southwest	5	4	3	19	21	30	4	10	18	21	26	33
Pacific	4	1	2	25	26	26	6	6	11	28	29	30
New York City	3	2	6	6	2	6	9	12	22	13	13	24
Chicago	1	3	1	6	10	6	6	6	2	9	11	7
Los Angeles	1	2	3	14	7	12	3	12	10	16	16	21

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

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